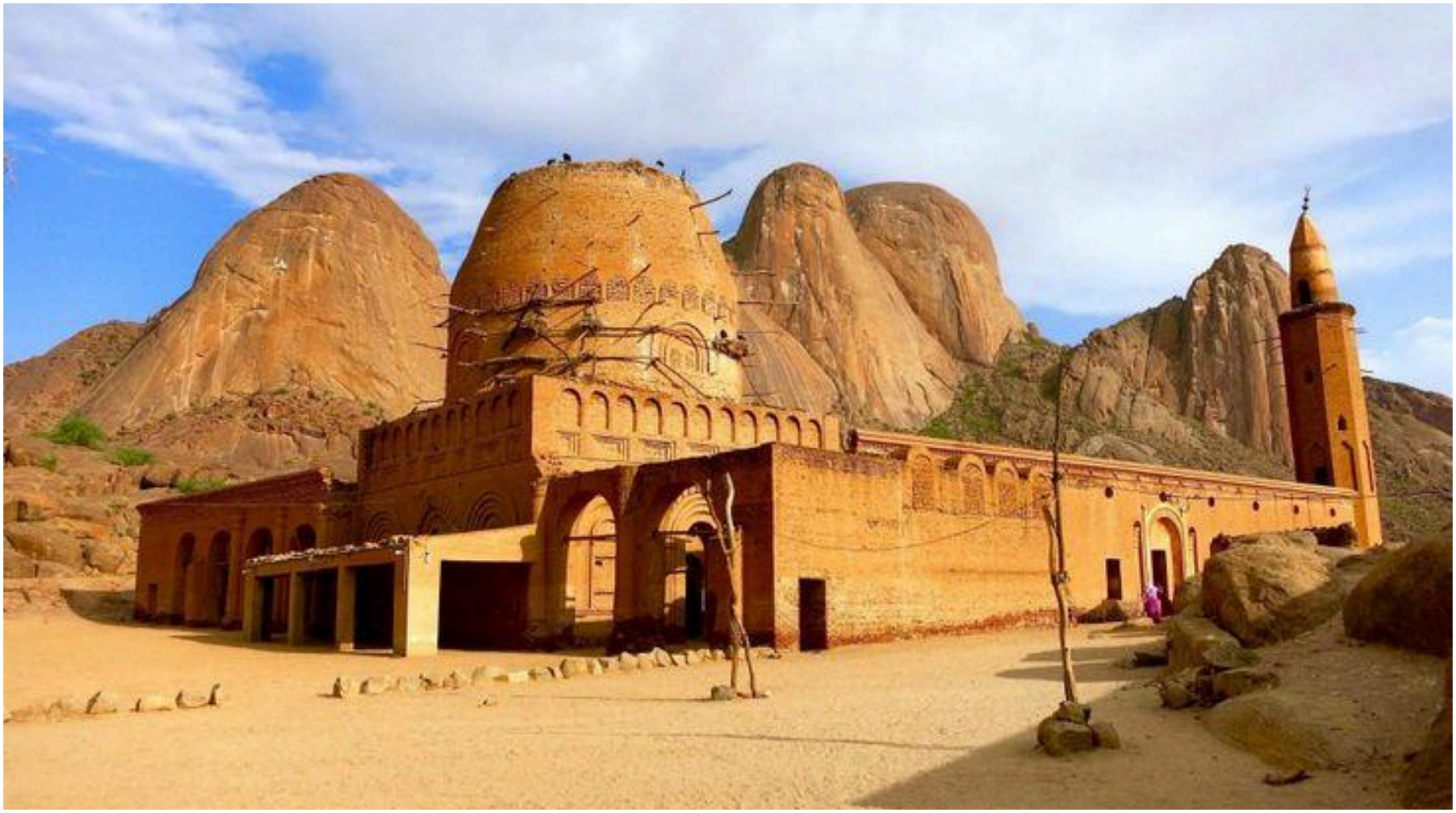


2020
SDN End of Year Impact Report

- Sudanese Diaspora Network

Message from the Board

To Our Friends, Supporters, and Partners,

2020: United in Resilience and Mobilisation

The year 2020 presented unforeseen circumstances with the COVID-19 pandemic, significantly affecting our plans to carry out some of the development projects highlighted in our previous report. Despite these challenges, we were able to adapt and find innovative ways to engage the Sudanese diaspora, fostering connection, unity, and collective action during an unprecedented period of isolation.

We strategized new approaches to keep our community engaged, connected, and fundraising, while also growing our team, expanding our network, and strengthening collaborations. The relationships and insights gained from our 2019 conference proved invaluable, providing a streamlined way for us to work together to support Sudan during this critical time.

This year underscored the resilience and creativity of our community. By leveraging digital platforms, we were able to maintain cultural and social ties, mobilize resources, and continue our mission even under extraordinary circumstances.

Contents

Message from the Board....2

Contents....3

Executive Summary....4

1. 2020 Year in Review....5

Key milestones and initiatives....5

a. Layali Ramadan – Online Global Event Series....5

b. Back to Blue: Honoring the Martyrs of June 3rd....8

c. Eid 3zooma: Celebrating Sudanese Eid Online....9

2. Global Engagement and Team Growth....10

3. Financial Overview 2020....11

4. Looking Ahead....12

5. Acknowledgements....13

6. Appendices / Supporting Data....14

Event statistics, financial summary, media highlights....14

1. Executive Summary

In 2020, the Sudanese Diaspora Network (SDN) adapted to unprecedented global circumstances due to the COVID-19 pandemic, pivoting to innovative, virtual approaches to engage, unite, and mobilise the diaspora. Despite lockdowns and social distancing, we successfully hosted three major events, each fostering connection, collaboration, and cultural celebration.

1. **Layali Ramadan:** A global series of online events connecting the diaspora through workshops and fundraising initiatives. Funds were raised for the **Emergency Sudan Fund**, distributing PPE and medical supplies across Sudan. This initiative was delivered in collaboration with **larger international NGOs** and supported by grassroots organizations, with a portion allocated to the **Sudanasafe Initiative**—a collaborative effort with **Moving Forward Sudan (MFS), Sudanese American Medical Association Juniors (SAMA), Sudan American Collective (SAC), SDN, and Sudanese Youth Network (SYN)**—providing families with food, sanitizers, and COVID-19 prevention education.

2. **Back to Blue for Sudan:** A virtual commemorative event marking the one-year anniversary of the June 3rd massacre of martyrs in Khartoum's Qiyada during Ramadan. Hosted in collaboration with **SASA, Mattar Blue Movement, SDN, Fill a Heart**, and **a number of grassroots organizations**, the program included a fundraiser to build a well, plant trees, and support COVID-19 initiatives across Sudan—all in memory of the martyrs of the Sudanese Revolution as **Sadaqah Jariyah**.

3. **Eid 3zooma:** An online Eid celebration attended by over 100 diaspora members, designed to recreate the warmth and joy of a traditional Sudanese Eid. The event included mingling, games such as *People Bingo*, the **Sudani Scavenger Hunt**, spoken word performances, a live quiz, and a virtual house party (*Wanasat al-Bab*). Eid 3zooma successfully fostered unity, engagement, and cultural connection during a period of isolation.

In addition to these events, SDN expanded its network, strengthened its online presence, and grew its membership to include members from across the globe, further enhancing the reach and impact of our initiatives. These activities underscore SDN's commitment to resilience, collaboration, and community building. By leveraging digital platforms and strategic partnerships—both with larger international NGOs and local grassroots organizations—we maintained cultural connections, mobilised resources, and expanded our network, ensuring that the diaspora remained engaged and empowered even under extraordinary circumstances.

2. 2020 Year in Review

Key milestones and initiatives

This year, SDN focused on maintaining cultural connection, promoting solidarity, and supporting urgent needs in Sudan. Through virtual events and partnerships with local NGOs and grassroots organizations, we provided medical supplies, food, and COVID-19 education, fundraised for community projects, and celebrated Sudanese heritage.

a. Layali Ramadan – Online Global Event Series

In 2019, SDN held its first annual global Ramadan fundraiser, Laylat al Sudan, bringing together across 10 cities for an in-person fundraising Iftar events. In 2020, plans were underway to expand this initiative with over 15 confirmed cities. However, the outbreak of COVID-19 forced a shift in priorities. To ensure community safety, in-person gatherings were cancelled, and the event was reimagined as an online global series under a new name – Layali Ramadan.

Over three weeks, SDN organized workshops, discussions, and cultural programs online to unite Sudanese communities worldwide. Programs included spiritual sessions, creative workshops, mental health discussions, fitness and nutrition sessions, motivational talks, and panel discussions on COVID-19 and grassroots collaboration.

We also developed a strong online marketing strategy, using Instagram Live, YouTube, and Zoom to connect with audiences. Weekly schedules, daily posts, and pre-event promotions-built engagement. The online format allowed SDN to reach a wider and more diverse audience than in-person events in 2019.

The online Ramadan event series was successful in:

- Unifying Sudanese in the diaspora and Sudan during Ramadan amidst COVID-19.
- Mobilizing donations to supply hospitals with PPE and support food distribution for vulnerable families.
- Providing creative, spiritual, and motivational spaces for youth and young professionals during lockdown.
- Build stronger bridges between diaspora and Sudanese grassroots organizations.

Distribution of Funds

The campaign successfully exceeded its fundraising goal, **raising $16,065** (this is inclusive of launchgood platform fees – the online platform we used to raise the funds). Funds were directed toward supplying hospitals in Sudan with PPE, supporting food distribution initiatives, and empowering grassroots organizations during the pandemic.

Total Raised after Launchgood online Platform fee deducted: USD $15,695.42

Recipient Organization	Amount (USD)	Purpose
Youth for Change and Development (YFCD)	$5,000	Medical & food supplies
PPE procured and shipped from the UK to Khartoum**	$9,860	PPE - N95 masks, coveralls, visors
SudanaSafe	$1,100	First aid kits
Transfer Fees*	$71.25	

* Used money raised from the 2019 Night of light event in DC and allocated to the SDN operations funds to cover transfer fees cost when transferring money from US dollars ($9,860) to GBP to buy the PPE equipment procured from ENIMED GROUP pharmacy.

** Our biggest challenge with the distribution of funds came after we procured and sent, from the UK to Khartoum, via air, the PPE equipment sourced by SDN from the UK. Shipment from London to Khartoum was efficient and took approximately two weeks to arrive at Khartoum Airport. The process to have the packages released, even with speaking to the University of Khartoum (who we had been coordinating with) and the Ministry of Health caused major delays, eventually resulting in a further 1-month delay. Upon the involvement of the head of medicine at the University of Khartoum and the diligent work of our team members on the ground, we were eventually able to have our packages released and distributed to the agreed-upon COVID Centres and hospitals.

In the future we will work to highlight any potential issues regarding shipping packages into Sudan, and work diligently before procuring any equipment, to make sure all paperwork and necessary personnel are made aware at least a month in advance of the incoming packages - working through any bureaucracy and paperwork beforehand, to mitigate the time wasted in shipment and getting the equipment to the specified areas






[Images showing procurement of PPE and delivery with partner grassroot organisation]

Future Recommendations

As we aim to continue hosting **Layali Ramadan** online in the coming years, we have gathered feedback from both our audience and team members. Based on this input, we recommend the following:

- **Enhance Diversity and Accessibility:** Broaden the range of speakers and incorporate more sessions in Arabic to better serve the diaspora community.
- **Adopt Hybrid Programming:** Explore models that combine online engagement with in-person events, such as iftars, when it is safe to do so.
- **Expand Media Reach:** Partner with larger media outlets to achieve broader international visibility and engagement.
- **Simplify Scheduling:** Develop clear and concise event schedules to improve accessibility and participant experience.
- **Strengthen Planning and Partnerships:** Implement more robust advance planning to secure speakers, collaborators, and strategic partnerships.
- **Support Grassroots Initiatives:** Continue to research, engage with, and support grassroots organizations operating on the ground in Sudan.

b. Back to Blue: Honoring the Martyrs of June 3rd

The success of Layali Ramadan 2020 inspired the SDN team to organize a follow-up event, the Back to Blue Virtual Event, commemorating the one-year anniversary of the June 3rd massacre at the Qiyada sit-in in Khartoum, during Ramadan. This event was held in collaboration with SASA, Mattar Blue Movement, Fill a Heart, and other partners, creating a powerful moment of remembrance and unity for Sudanese communities across the globe.

Distribution of Funds

The Back to Blue event combined cultural programming, remembrance, and fundraising to honor the martyrs of the Sudanese Revolution through acts of Sadaqah Jariyah (ongoing charity). A total of **$$7,143.00** was raised and the funds supported projects focused on water, food, environment, and health initiatives across Sudan.

Funds were allocated as follows:

1. 1. The Wishing Well Company (Registered Non-Profit): building a sustainable hand-pump well in Kerending Camp, West Darfur, providing clean drinking water to displaced communities.
2. 2. Fill a Heart: supporting ongoing efforts to distribute food supplies to vulnerable families in Sudan.
3. 3. Green Dream Sudan: planting and cultivating 5,000 fruit and shade trees (including Mango, Lemon, and Guava), contributing to food security and climate resilience.
4. 4. Local Sudanese charity initiative: supplying urgently needed medical supplies to hospitals and healthcare workers in Sudan.

The Back to Blue Virtual Event demonstrated the strength of global collaboration among Sudanese youth-led organizations. It extended the spirit of Layali Ramadan into a larger movement of remembrance, solidarity, and long-term impact for Sudan.

Recipient Organization	Amount (USD)	Purpose
The Wishing Well	$3400	Martyrs Well in West Darfur
Green Dream Sudan	$500	Planted fruit and shade trees
Fill a Heart	$3650	Distribution of food to vulnerable families

c. Eid 3zooma: Celebrating Sudanese Eid Online

In response to popular demand across our social media channels, we hosted Eid 3zooma, an online Eid celebration in 2020 that brought over 100 attendees from the Sudanese diaspora together virtually during a time of lockdowns.

The event was carefully structured to create an interactive, fun, and culturally rich experience:

- Mingling & Introductions: Attendees were encouraged to dress in traditional Eid clothes and join breakout rooms to meet each other.
- Games & Activities: We hosted engaging activities such as *People Bingo* and a *Sudani Scavenger Hunt*, designed to foster connection and playful competition.
- Cultural Performances: Spoken word performances and a live quiz allowed participants to share and celebrate Sudanese culture.
- Community Connection: The evening concluded with a virtual house party (*Wanasat al-Bab*), maintaining the festive spirit of Eid despite physical separation.

Eid 3zooma successfully recreated the warmth and joy of a Sudanese Eid, providing a sense of community and belonging at a time when many were isolated. The event highlighted our commitment to keeping cultural traditions alive and engaging the diaspora in meaningful, interactive ways.

3. Global Engagement and Team Growth

One of the most significant outcomes of Layali Ramadan 2020 was the expansion of SDN's global team. New members joined from Canada, Brazil, and across Europe and North America, helping run online events and coordinate fundraising logistics. This global growth strengthened SDN's capacity to engage the Sudanese diaspora and mobilize resources for on-the-ground impact.



[SDN members location]

4. Financial Overview 2020

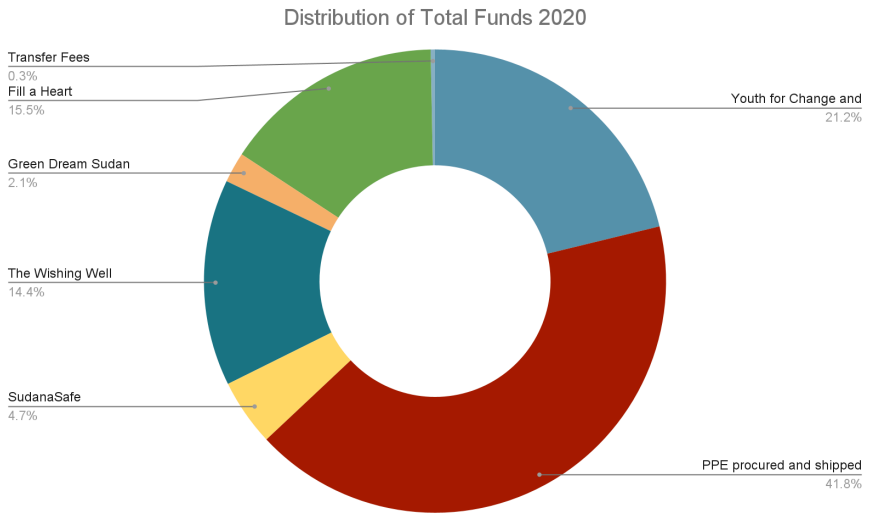
From January 2020 to December 2020, through our combined global fundraising efforts, SDN successfully raised a total of **$22,818.48**. These funds were allocated to support critical initiatives in Sudan, including the Emergency Sudan Fund (providing PPE and medical supplies), the Sudanasafe Initiative (food, sanitizers, and COVID-19 prevention education), and community projects such as Back to Blue for Sudan.

We collaborated with **several organizations** to ensure funds were distributed to communities most in need, with full transparency and accountability. Our partners included vetted local NGOs, community-led initiatives, and international humanitarian organizations - all working together to maximize impact and ensure that every dollar contributed directly to relief, education, and development efforts.

A small portion of the funds raised was used to cover SDN operational expenses, including transfer fees to organizations in Sudan and administrative costs to maintain SDN's registration as a non-profit organization.

Financial Breakdown – 2020:

- **Layali Ramadan:** $15,675.42
- **Back to Blue for Sudan:** $$7,143.00



5. Looking Ahead

Despite the unforeseen challenges of 2020, **Layali Ramadan** successfully united Sudanese communities across the globe, reflecting SDN's commitment to fostering connection, solidarity, and impact. By transitioning from in-person to online programming, SDN pioneered a new model for global engagement and fundraising, providing life-saving PPE to hospitals and supporting vulnerable families in Sudan.

This experience strengthened our global team, deepened diaspora ties, and laid the foundation for hybrid future events that combine virtual and in-person participation. Layali Ramadan has emerged as a growing tradition of unity, giving, and meaningful impact, poised to become SDN's flagship annual event.

Looking ahead to 2021, we aim to:

- If permitted (dependent on the state of the pandemic), safely reintroduce in-person iftars while maintaining online engagement for wider accessibility.
- Expand collaborations with international NGOs and grassroots organizations to maximize impact.
- Continue advancing the SRP projects initiated in 2019, leveraging the dedication and expertise of our members.
- Strengthen SDN's network and global presence to further its mission of mobilising, connecting, and empowering the Sudanese diaspora.

Through these efforts, SDN will continue to uphold its pillars of resilience, unity, and engagement, ensuring that the diaspora remains an active and impactful force for positive change in Sudan and beyond.

6. Acknowledgements

We extend our heartfelt gratitude to everyone who made SDN's work in 2020 possible.

To the SDN Tribe and our global community, thank you for your engagement, energy, and enthusiasm in participating in our online events. Your presence at Layali Ramadan, Back to Blue for Sudan, and Eid 3zooma helped foster connection, solidarity, and a true sense of community across the diaspora.

To our donors and supporters, your generosity enabled us to provide life-saving PPE, food, and COVID-19 prevention education, and to fund meaningful community projects in Sudan. Your trust and contributions were essential to our impact this year.

To our collaborators and partners, we are grateful for your expertise, guidance, and support in delivering these impactful programs and initiatives. Your collaboration ensured that our programs reached the communities most in need. It was a joy to work with you on curating some of these incredible events and we look forward to continuing these partnerships for years to come.

To our members and volunteers, we are deeply thankful for the countless hours, dedication, and hard work you invested in planning, coordinating, and delivering these initiatives. Your commitment ensured the success of our programs and strengthened SDN's global network.

Together, we have demonstrated the power of resilience, unity, and engagement, and we look forward to building on this foundation to continue supporting Sudan and the diaspora in the years ahead.